



ORLANDO



LAS VEGAS



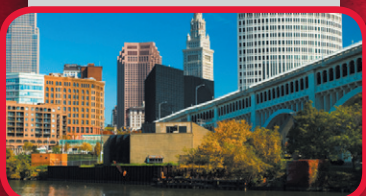
CHICAGO



HARTFORD



DALLAS



CLEVELAND



TORONTO

ENGAGE

YOUR WORLD OF OPPORTUNITIES

2013 PROFORMA REGIONAL MEETINGS



CHECK OUT EVEN MORE GREAT HIGHLIGHTS ON FACEBOOK!



ENGAGING in your World of Opportunities begins with becoming aware of all the resources available to you to make your business more successful than ever before. This year's Regional Meetings brought a wealth of knowledge to attendees about proven programs, new strategies and global opportunities. More than 700 Owners, Sales Representatives and guests ENGAGED in building a plan for success in 2013!



Reaching the next level of success is easier than ever with all the NEW Business Development tools and resources available to Owners and Sales Representatives. From Appointment Setting to Mergers & Acquisitions... Regional Meeting attendees learned to ENGAGE the right programs to help grow their businesses.

Your Business Development Team:

APPOINTMENT SETTING

Greg Bruey
(GBruey@Proforma.com or ext. 3284)

MAJOR ACCOUNTS

Michelle McCafferty
(MMcCafferty@Proforma.com or ext. 3100)

MERGERS AND ACQUISITIONS

Steven Hillegass
(SHillegass@Proforma.com or 216-904-1554)

RECRUITING

Jason Pindzia
(JPindzia@Proforma.com or ext. 1015)

TEAM PROFORMA 400 STRATEGIC SALES COACH

Dean Manzetti
(DManzetti@Proforma.com or ext. 3550)

TEAM 500 STRATEGIC SALES COACH

Danny Kane
(DKane@Proforma.com or ext. 3267)

MILLION & MULTI-MILLION DOLLAR CLUB STRATEGIC SALES COACH

Dan Whitehead
(DWhitehead@Proforma.com or ext. 3266)



Business Development



"Regional Meetings have been the kick in the butt I've needed. The Support Center Team has been great and the presentations have given me a real call to action to take back to the office."

Lynne Baker, Proforma Promotes!, Camp Hill, PA



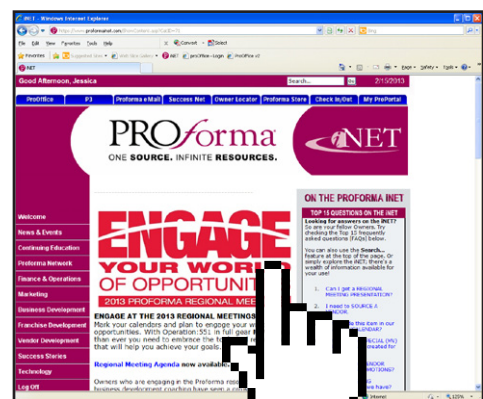
"I really enjoyed the format of the 'Group 2: M&A Success in 4 Easy Steps' session. It was invigorating and engaging and I look forward to closing more acquisitions in 2013."

Andy Kaye, Proforma Corporate Systems, New City, NY



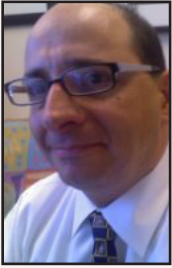
"I'm so excited about the arrival of Dan Whitehead! His sessions were outstanding and he brings the experience we need to help us attain the next level."

Bryce Fulton, Proforma Communications Group, Delray Beach, FL



Keep what you've learned fresh in your mind all year long! View the Regional Meeting PowerPoint presentations on the main page of the iNET.

Marketing



"I picked up some unique ideas for using direct mail to prospect and reach out to customers. I want to start doing this more. At Regional Meetings you are guaranteed to leave with lots of great new ideas."

Joe DeFrancesco, Proforma Castellana Enterprises, Alexandria, VA

"Wow! I had no idea what Creative Services could do for me! I already have a list of projects I want to work on with Jess Brandenburg."

Brad Klingman, Proforma Powerhouse Solutions, Brooklyn Park, MN



"In just one day we have learned so much. When you haven't been to one of these meetings in a while, there's so much to learn and so many more services to use. It's almost like a whole new company."

Rob Labak, Proforma Dimensions, Rockford, IL



"As always, Tony Zayas makes sense out of the convoluted world of social media. Very powerful presentation!"

Dan and Kristi O'Neill, Proforma U-Want-One, Milton, ON

Creating a brand presence in the market is key to gaining new clients and increasing your sales. More than five specialized sessions at the Regional Meetings focused on helping attendees use the Marketing programs to build relationships, effectively prospect and gain exposure for their businesses.

Your Marketing Team:

CREATIVE SERVICES – Jess Brandenburg
(JBrandenburg@Proforma.com or ext. 2222)

CUSTOM EMAILS – Leslie Bissell
(LBissell@Proforma.com or ext. 3504)

MARKETING CAMPAIGNS – Danny Trizio
(DTrizio@Proforma.com or ext. 3009)

OWNER STORE – Melissa Gutschmidt
(MGutschmidt@Proforma.com or ext. 3303)

PROPORTALS – Tom Zobel
(TZobel@Proforma.com or ext. 1014)

PUBLIC RELATIONS – Kendra Smith
(KSmith@Proforma.com or ext. 3406)

SOCIAL MEDIA – Tony Zayas
(TZayas@Proforma.com or ext. 2530)

SUCCESS STORIES – Kate McCall
(KAMcCall@Proforma.com or ext. 1222)

TRADESHOW BOOTHS – Nicole Tang
(NTang@Proforma.com or ext. 3540)



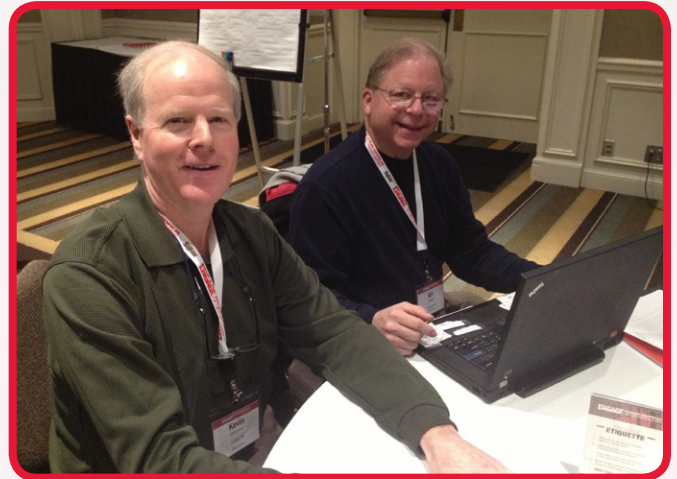
Technology

Now more than ever, technology is playing a major role in how you do business, how your customers do business and how you interact with your customers. Attendees on Day 1 of their Regional Meeting learned PROvision tips and tricks to make using the system simple. Shandra Bouldin also spent one-on-one time with Owners in the Vendor Showcase and Support Center Showcase showing Owners the benefits of incorporating company stores in to their clients' business plans with PROecom.

Your Technology Team:

HELP TEAM AND PROVISION – Barbara Sulik
(BSulik@Proforma.com or ext. 2518)

PROECOM – Shandra Bouldin
(SBouldin@Proforma.com or ext. 2602)



PROvision



"The PROvision session was great! I learned a lot of great new tips and shortcuts that I didn't even realize were available."

Mark Gibson, Proforma The One Source, Kyle, TX



"I came to my Regional Meeting intent on refocusing my business. The outstanding resources, tools and information this week have given me what I need to position myself as a solutions provider and I'm excited about it!"

Jerry Drzadinski, Proforma Identity One, Random Lake, WI

Vendor Development



"I sent a photo of a shirt with a new decorating technique to a client while attending Trimark's 'Decorating Apparel' session. The client immediately called me back and placed an order during the session."

George Klare, Proforma Design Management, Alvarado, TX



With more than 450 Preferred Suppliers, Proforma has the industry's best network of print and promotional product Vendors. Owners and Sales Representatives had exclusive access to our top Supplier Partners at Regional Meeting Vendor Roundtables, Panels and the crowd-favorite Vendor Showcase. ENGAGING one-on-one conversations with these Suppliers gave Owners the knowledge to better upsell, cross-sell and penetrate their accounts.

Your Vendor Development Team:

MEETINGS AND EVENTS – Megan Davis
(MDavis@Proforma.com or ext. 3011)

PRINTED PRODUCTS – Sandy Somerville
(SSomerville@Proforma.com or ext. 3166)

PROMOTIONAL PRODUCTS – Anna McGuire
(AMcGuire@Proforma.com or ext. 3119)



"We really enjoyed the Vendor Showcase. We learned a lot and there are so many opportunities. That's the key. They're not products. They're ideas."

Marie and Roger Moreau, Proforma Moreau Marketing, San Antonio, TX

"The Vendor Showcase was awesome! I am highly motivated to show my customers great new products from our PLPs."

Chas Shramek, Proforma Connected, Avon, OH



Networking

The most powerful resource at Proforma is YOU! At this year's Regional Meetings, attendees had the opportunity to network, share successes and compare strategies to gain valuable insight into what other Owners are doing to be successful. From Owner Roundtables and Panels to Cocktail Hours and Receptions, Regional Meetings provided plenty of networking opportunities with Owners, Sales Representatives, Vendors and Support Center Team Members.



"I really enjoyed the level of engagement in the sessions from all of my fellow Owners, more so than at any other Proforma meeting I've ever been to before. I can't wait to start out 2013 with all the new cool ideas."

Bob Giraldi, Proforma Building Brands,
Beaverton, OR



"It was great to network and hear stories from other Owners during the Owner Roundtables. This is what it's all about!"

Tim Meffert, Proforma Effective
Solutions, Jackson, WI



"I had an amazing time at the Hartford Regional Meeting. I got to sit down and pick the brains of some of our top billers. They shared war stories and trade secrets. I was taken aback by the whole experience."

Jim Higgins, Proforma Branding
Excellence, Yonkers, NY



Buddy up! Find an Owner mentor to learn and grow together:

**TEAM PROFORMA 400
STRATEGIC SALES COACH**
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(DManzetti@Proforma.com or ext. 3550)

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PROforma

CONVENTION + FAMILY REUNION

CAESARS PALACE

LAS VEGAS · JULY 21-24 · 2013

The 2013 Proforma Convention & Family Reunion will be at the luxurious Caesars Palace in Las Vegas! Join us to continue the momentum and ENGAGE in even more learning, networking and FUN. Mark your calendars for July 21-24, 2013 for four days with your fellow Owners, Vendors and Support Center Team.



Your Events Team:

MEETINGS AND EVENTS MANAGER

Phyllis Gafric

PGafric@Proforma.com or ext. 2225

WWW.PROFORMACONVENTION.COM